

ENERGY EFFICIENCY IN OUR TOYS

While most of our products do not use a significant amount of energy, we still seek to improve energy consumption across product types.

For our larger items (Baby Gear, Power Wheels, and other motor driven products), we are developing lower power profile designs so that standard AC adapters can be used for direct plug and external charging for the rechargeable ride-on case.

For our smaller electronic products, we've included an on-off switch or auto-off switch so battery life can be extended. We also focus significant effort in design and testing to ensure customer satisfaction with play-life starting at the point consumers open the product at home. The use of on-off switches should reduce the number of conventional batteries a customer will need.

We continue to seek opportunities to use rechargeable battery options across all product types and are focused on advancing energy efficient, safe and sustainable solutions in this area. Hot Wheels™ id, which blends traditional Hot Wheels® play with a digitally connected racing system, is one recent rechargeable example of many from our company.